German FinTech landscape: opportunity for Rhein-Main-Neckar

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Frankfurt
What is FinTech?

“What Silicon Valley is coming!
There are hundreds of start-ups with a lot of brains and money working on various alternatives to traditional banking.”
Jamie Dimon, Chairman and CEO of JP Morgan Chase

“We are aiming to better serve our customers and improve our daily interactions with them by embracing the FinTech Companies which have potential to bring new approaches to the insurance model.”
Henri de Castries, Chairman FinTech and CEO of AXA

“We are looking for innovative and disruptive technological ideas and solutions that will support the transformation of the banking industry.”
Sergio Emotti, CEO of UBS

EY Definition: “Organisations combining innovative business models and technology to enable, enhance and disrupt financial services”
A comparative snapshot of the major global FinTech regions

New York
- "Proximity to expertise & customers"
- Market size €7.5b
- Investment €1.9b
- FinTech staff c.57,000

United Kingdom
- "All rounder"
- Market size €8.9b
- Investment €707m
- FinTech staff c.61,000

Characteristics
- Proximity to global financial hub offering talent and expertise.
- Progressive government and regulatory regime.
- Effective network of hubs.

Germany
- "Large but complex"
- Market size €2.4b
- Investment €524m
- FinTech staff c.13,000

Characteristics
- Significant investment in Credit and Lending (c. €402m); growing focus on B2B.
- Complex start-up environment; efforts underway to integrate Berlin, Frankfurt and Munich.

Hong Kong
- "Potential"
- Market size €0.9b
- LTM Investment €62m
- FinTech staff c.8,000

Characteristics
- Relatively nascent, emerging market.
- Emerging community of FinTechs focused on Capital Markets.

California
- "Increasingly progressive regulatory regime"
- Market size €6.3b
- Investment €4.8b
- FinTech staff c.74,000

Characteristics
- Expertise from a relatively mature FinTech community.
- Established interconnections within FinTech ecosystem.
- Concentration of large venture capital funds.

Singapore
- "Increasingly progressive regulatory regime"
- Market size €0.9b
- Investment €50m
- FinTech staff c.7,000

Characteristics
- Gateway into Asian market.
- Ease of doing business, and English language proficiency.
- Dedicated team in the Monetary Authority focused on public and private partnerships.

Australia
- "Up and Comer"
- Market size €0.8b
- Investment €267m
- FinTech staff c.10,000

Characteristics
- Emerging FinTech ecosystem with high levels of collaboration and government interest.
- Recent €0.9b commitment to innovation agenda.

Source: EY analysis – HM Treasury Benchmarking Study 2016
Germany is expected to catch up in the competition with the top global FinTech regions

- The established Anglo-Saxon FinTech regions are clearly leading compared to their Asian and European competitors.
- The scenarios illustrate that the UK is at risk of losing its global lead to China, New York and California in the case of a more passive approach towards FinTech policy.
- Germany is among the top 8 global FinTech regions in the field of the followers, but is expected to catch up based on its economic strengths and market potential towards the leading regions.

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**Scenario analysis - Relative positioning of leading FinTech regions**

- **“Proactive FinTech Agenda”:** the UK converts policy momentum into tangible action which draws in capital and talent.
- **“Policy Momentum Lost”:** the UK takes a more passive approach towards FinTech policy, momentum wanes and the industry remains small and domestic.
- **“Proactive FinTech Agenda”:** Germany pro-actively fosters FinTechs, through partnerships and collaboration between existing FinTech hubs both nationally & internationally.

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*The FinTech market is extremely dynamic and demands regions to be pro-active and drive development of the FinTech ecosystem in order to maintain and improve existing market positions.*
German FinTech investment growth is disproportionate compared to global investment

- Global investment volume has increased steadily since 2010
- 2015 saw another tremendous increase in FinTech investments with a total investment of ≈ 25bn US$
- Globally, Asia showed the strongest investment growth in 2015

On a European level, Germany is catching up with the UK market in terms of absolute FinTech investment but needs to further develop its investor landscape to provide more growth capital

*Does not include 360T transaction of 750mn US$
The German market has grown significantly to 250 FinTechs in 2015

Key findings

- German FinTech activities and the development of a FinTech ecosystem have started later compared to other global regions.
- The German FinTech market has been growing by more than 70% since 2013 and currently consists of ~250 companies.
- The German FinTech market is fragmented but has developed three main hubs: Berlin, Rhein-Main-Neckar region and Munich, each standing for a distinct characteristic.

Germany’s FinTech Universe: Cluster Breakdown (2016)

- Banking & Lending has been and still is the most dominant segment.
- The eMarketplaces, Aggregators & Intermediaries segment, including FinTechs such as Finanzcheck.de, has continuously grown and is still one of the most popular segments for new FinTech start-ups.
- The Payments segment has been receiving increased attention since 2012 with Mobile Payments as well as Virtual Currencies pushing segment growth.
- Since 2010, the B2B segment has gained attention but is still behind B2C development.

Germany is a fast growing and dynamic market with increasing activity in InvestTech in recent years – regional clustering will help to strengthen market proposition
Since 2013 the number of FinTechs in Germany has grown by more than 70%

Key findings
- Banking & Lending (especially with Alternative Financing) has dominated since 2010
- eMarketplaces & Aggregators and Payments gained traction in 2011 with growth rates of more than 50% in 2012 (especially Aggregators & Intermediaries and Mobile Payments)
- InvestTech activity has shown significant market growth since 2014 and the trend is expected to continue
- Major activity and growth is expected in the (sub) segments Data Analytics, InsurTech and Infrastructure

Germany’s FinTech Universe by Maturity (2010-2015)

Source: EY Analysis 2016
Rhein-Main-Neckar region is the #2 FinTech hub and showed above average growth in 2015

Key findings

► Rhein-Main-Neckar region comprises the second-largest FinTech hub in Germany, serving as a base for 56 companies (22%) of the identified universe

► The Banking & Lending market has grown over the past years and is now the dominant segment together with platform markets and processes and technology

► With 22% the region experienced a higher growth rate than the rest of Germany in 2015

► The FinTech Universe of the Rhein-Main-Neckar region is more mature than that of Germany’s other rival cities

New FinTechs in Rhein-Main-Neckar region*

New FinTechs in rest of Germany*

Frankfurt’s FinTech Universe: Cluster Breakdown (n = 56)

Source: EY Analysis 2016

* Calculation based on FinTechs with identified year of foundation only

Successful Frankfurt FinTechs

ayondo
traxpay

German FinTech landscape: opportunity for Rhein-Main-Neckar
Rhein-Main-Neckar has a strong foundation to develop into leading European FinTech hub

Leverage existing strengths for FinTech activities

1. Close distance to headquarters of FS providers
2. Access to FS and regulation-related know-how and capabilities
3. Excellent regional infrastructure (universities, traffic, internet junction)
4. Large pool of academic excellence in FS and IT

Consider development opportunities for the region

1. Strengthen the local FinTech ecosystem to be perceived as lively start-up location and not as “home of bankers and consultants”
2. Develop and communicate a regional FinTech proposition
3. Support the settlement of an investor landscape in the Rhein-Main-Neckar Region (Business Angels, VCs and PEs)

Frankfurt has great potential to become the leading German FinTech hub which requires coordination of FinTech activities and a clear proposition considering existing regional strengths
Rhein-Main-Neckar as Germany’s international FinTech gateway and B2B focused FinTech hub

1. **International FinTech gateway in Germany**

   Develop strong collaboration and network with other international FinTech hubs (e.g. Tel-Aviv, Singapore, South Korea), based on University projects, joint conferences and events and support them in Germany.

2. **Focus on B2B business models**

   Focus on B2B business models, such as infrastructure innovations and data analytical improvements which combine Technology and Financial Services expertise.

3. **Use of proximity to financial services**

   Close collaboration between traditional financial services institutions and FinTech corporations, based on integrated business models, support of show case projects, and direct support and mentoring of Start-ups to contribute to improving the customer journey.

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**Rhein-Main-Neckar region has to differentiate itself through a focus on certain segments fit to location attributes (i.e. banking expertise) and develop a reputation for**

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Data Analytics: As technological systems advance and the world transitions to an “Internet of Things” (IoT), the collection, analysis and interpretation of data will increasingly become a more important differentiator for all companies.

Personal Finance Management: PFM has the potential to replace online banking in its current form and to set new standards in terms of customer relationships.

Infrastructure: Solutions in the space of financial infrastructure are assumed to have a huge growth potential, as basis for required efficiency and flexibility in the technological solutions in the Financial Services industry. Blockchain will be one major disruption in the Payments segment.
We identified six short term fields of action to execute Rhein-Main-Neckar’s FinTech journey

**FinTech Center Frankfurt**
- Decide on a building
- Offer subsidized office space
- Coordinate settling of stakeholders in the Center to ease access to e.g., to accelerators, incubators, investors, regulators

**Innovation Labs / hackathons**
- Organize local hackathons with focus on the target proposition
- Tie winners of the events to Frankfurt as future location (see xware42 case study)

**Local / regional development schemes**
- Set up local / regional development schemes to attract FinTechs in the early stage

**Market positioning**
- Define market proposition with Rhein-Main-Neckar FS community (FS players, associations, multipliers, public institutions)
- Use defined target proposition in all activities to penetrate message

**Show-case projects**
- Create show-cases with coordinated support of regional financial service players (e.g. members of the Financial Service Community) to jointly test or implement FinTech solutions

**Marketing and networking events**
- Penetrate message across channels to FinTechs, stakeholders and multipliers at regional, national and global level
- Use Frankfurt-based events to attract German and international FinTechs and show activity
Summary of findings

- Germany is benchmarked with peers in the top 8 global FinTech regions and is expected to catch up compared to the global competitors.

- FinTech investments show strong growth rates in Germany and are approaching the UK’s absolute investments for 2015.

- Strong growth with already 250 FinTechs in Germany – fragmented location landscape but concentration in three German FinTech Hubs.

- In 2015 Rhein-Main-Neckar’s FinTech growth was above average compared to the rest of Germany.

- The existing banking infrastructure is a major advantage for Frankfurt as the leading German FinTech hub.
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Germany ranks as a follower with strong future potential in the group of the top 8 global regions

- UK leads the ranking of top global FinTech regions with good scores in all Ecosystem attributes
- There is a significant gap between the three leading Anglo-Saxon FinTech regions and the remainder of the group
- Germany is ranked 5th, on par with Australia, which correlates with the maturity of the German FinTech Ecosystem

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Source: EY analysis – HM Treasury Benchmarking Study 2016

In order to catch up with the leading FinTech hubs, Germany will have to provide a well-tuned ecosystem to attract talent as well as capital and improve the regulatory environment.

- Talent
  - California is leading as a provider of top talent, especially for tech skills.
- Capital
  - With Silicon Valley, California has long been an attractive spot for investors seeking innovative new start-ups.
  - Also the failure culture has been ideal to foster start-up activity.
- Policy
  - Compared to Germany’s BaFin, the FCA in the UK is extremely open towards FinTechs and actively supports the development of ne business models.
- Demand
  - Being one of the world’s largest financial capitals and a metropolis, New York offers huge market potential.
Snapshot of Germany’s FinTech segments

### Payments
FinTechs within this segment enable the exchange of products, services by provision of an agreed value. This includes Payments infrastructure, Virtual Currencies, Online and Mobile Payments and E-Money/-Wallets.

### Banking & Lending
The Banking & Lending segment includes FinTechs offering core bank services like lending services & products, short term financing and factoring, alternative financing in terms of crowdfunding for both B2B and B2C as well as P2P, account management (opening, maintaining, switching accounts).

### Financial Data Analytics
Business models of the financial data & analytics market provide significant opportunities for companies to use data analysis to e.g. improve the consumer experience, monitoring of business activities or manage credit risk and as well as data enrichment services to combine various sets of data from several sources.

### InvestTech
InvestTech covers the scope of trading with traditional trading activities, portfolio management including investment analytics for decision-making for both businesses and private traders. The segment also comprises business models addressing Trading operations & investment accounts on the B2B side.

Source: EY analysis 2016
Snapshot of Germany’s FinTech segments (cont’d)

Enabling Processes & Technology

FinTechs within this segment provide a new or altered financial infrastructure to enable products and processes. In addition, FinTechs offer solutions to optimize process management or financial software supporting processes and functions.

eMarketplaces, Aggregators & Intermediaries

While eMarketplaces offer the possibility to directly purchase a financial service or product, Aggregators & Intermediaries levy a fee for a service rather than providing the service themselves. Platform markets are online marketplaces that generally provide third-party products (B2B / B2C).

RegTech

In this business segment are FinTechs offering solutions to financial services organizations to help to comply with regulatory requirements and manage risks. RegTechs also cover the scope of user authentication e.g. fingerprint or voice recognition technology and software as well as security applications.

InsurTech

InsurTechs impact the incumbent insurance business through innovations in (digital) products and operations. Examples are data-driven and usage-based insurance or digital claims processing software.

Source: EY analysis 2016
Banking & Lending and Payments are among top 3 – Data Analytics yet to unfold its potential

Banking & Lending

- The Banking & Lending segment includes FinTechs offering core bank services like lending services & products, short term financing and factoring, alternative financing in terms of crowdfunding for both B2B and B2C as well as P2P, account management.
- Mature players in this segment have experienced rapid growth in little time and have received some of the highest investment in the DACH FinTech market.

Financial Data Analytics

- FinTechs in the Financial Data & Analytics segment provide significant opportunities for companies to use data analysis to e.g. improve the consumer experience, monitoring of business activities or manage credit risk and as well as data enrichment services to combine various sets of data from several sources.
- Developments in Data Analytics have been closely tracked by market participants, and a growing number of institutions have increasingly invested in the implementation, most likely signifying the start of a multi-year investment growth cycle.

Source: EY analysis 2016
Aggregators grew in the past but Infrastructure and InvestTech bear tremendous potential

**InvestTech**

- InvestTech covers the scope of trading with traditional trading activities, portfolio management including investment analytics to support decision-making for both businesses and private traders. The segment also comprises business models addressing Trading operations & investment (B2B).
- While the trading platforms market is highly fragmented and might face consolidation throughout the upcoming years, the market for automatized portfolio management is steadily growing. FinTechs active in trading and investing segment continue in creating new disruptive and innovative solutions.

**Enabling Processes & Technology**

- FinTechs within this segment provide a new or altered financial infrastructure to enable products and processes. In addition, FinTechs offer solutions to optimize process management or financial software supporting processes and functions.
- The market has seen major transformation in recent years and this trend is expected to continue as digitization will continue transform the banking landscape in both business as well as technological terms.

**eMarketplaces, Aggregators & Intermediaries**

- While eMarketplaces offer the possibility to directly purchase a financial service or product, Aggregators & Intermediaries levy a fee for a service rather than providing the service themselves. Platform markets are online marketplaces that generally provide third-party products (B2B / B2C).
- eMarketplaces are likely to benefit from further digitization and especially an increase in trust in online products and service among consumers.

Source: EY analysis 2016

German FinTech landscape: opportunity for Rhein-Main-Neckar
Both RegTech and InsurTech are in their infancy but seen as future growth drivers

RegTech
- 43% Authentication & Security
- 57% Risk management & compliance

InsurTech
- Impact on insurance incumbents through innovations in (digital) products and operations. E.g. data-driven and usage-based insurance or digital claims processing software.
- Business models focusing on infrastructure, back-office functions and B2B big data or analytics solutions are exclusively covered by software providers or in-house solutions. In the medium to long term, business models might increasingly move from predominant B2C and front-office to back-office.

Just as the overall FinTech market, which has developed later and at a slower speed than other markets due to complex landscapes and regulation, B2B has been a largely untapped market as business models and solutions are generally heavy data- or technology-based

Banking & Lending and Aggregator business models have been predominant but the market is expected to shift to growing PFM, Data Analytics and Infrastructure segments addressing B2B and back-office functions
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